

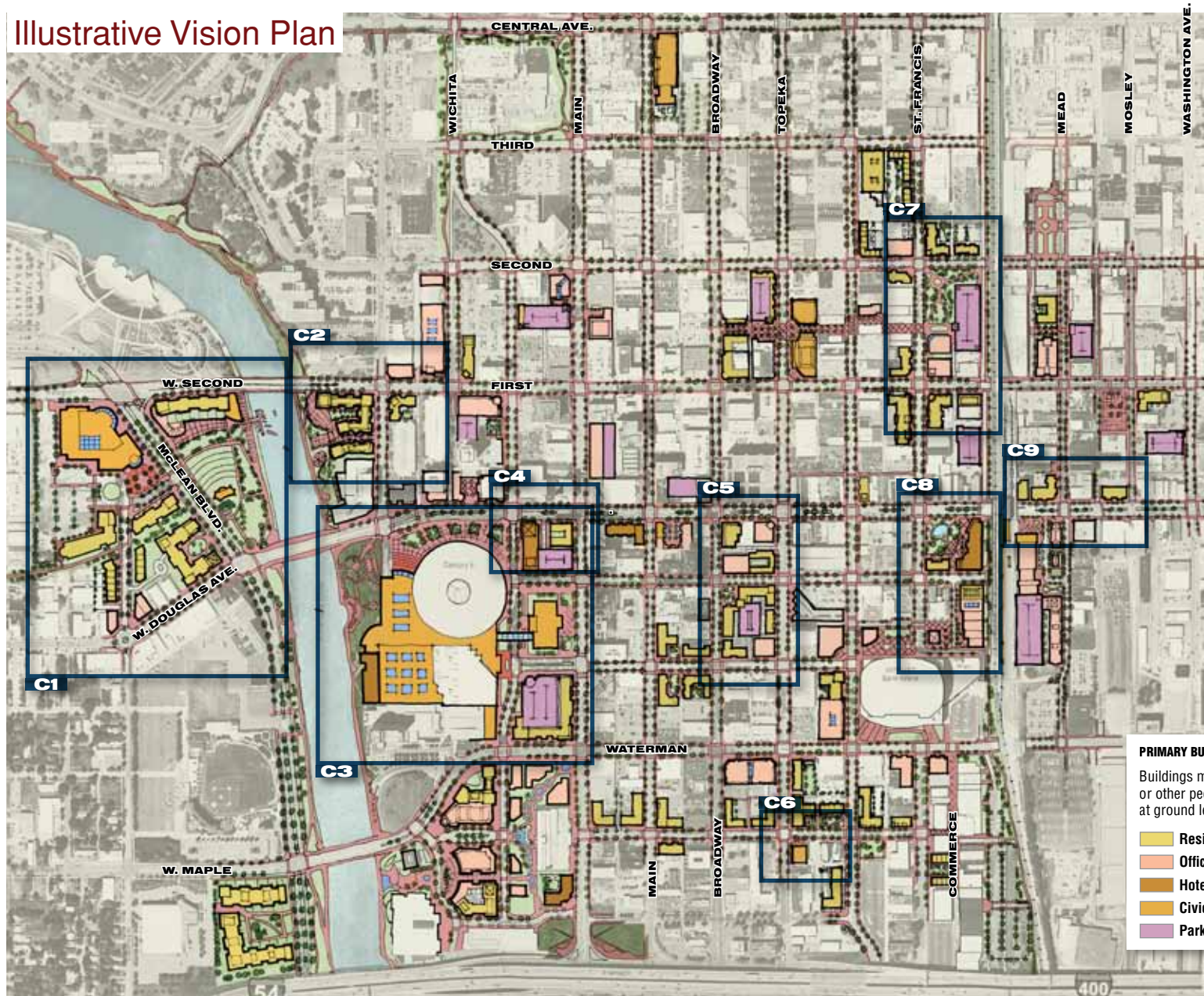
# Catalyst Sites

## OVERVIEW

The City and County own several land parcels Downtown that can serve as important strategic assets to help achieve the goals of the Downtown Vision. The location of each of these “catalyst sites” gives it a specific context of adjacent land uses, property ownerships, physical building and landscape, access and other factors that affect its potential to spur other growth. The unique potential role of each site is described below. In all cases, new market-driven development by the private sector play an important part in the redevelopment concept. For this reason, significant redevelopment activity on most sites should wait until there is clear private-sector interest in it. This will help maximize return on public investment. Most sites also include potential for an important piece of public infrastructure, such as public parking, a park, or improved public pedestrian access across the parcel.

Each site can and should play important roles in reinforcing a sense of place and development value in its respective part of Downtown. For this reason, the descriptions of the unique districts and neighborhoods that constitute Downtown in the District Framework section below make specific reference to the catalyst sites. Many of the sites are also strategic locations for public parking as described in the Transportation Plan section above.

## Illustrative Vision Plan





# Key Catalyst Projects



*Redevelopment of this City-owned parking lot with a park, housing, and structured parking could define the new Arena district and spur re-use of the former Henry's Department Store building and the underoccupied Douglas Building (see Catalyst site C5, pp. 7.22-7.25)*

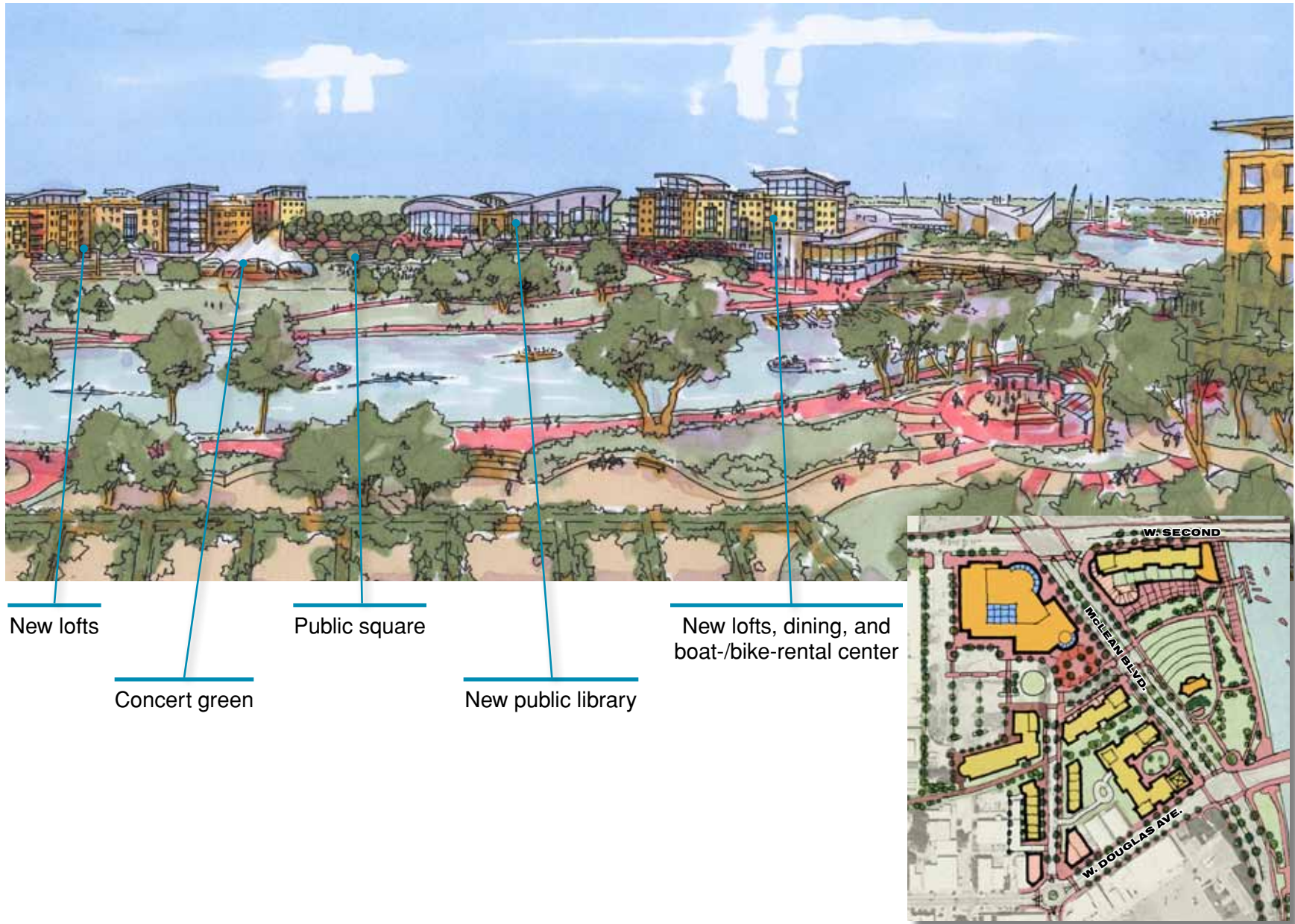


*The Douglas Building could be revived with new housing and/or commercial uses by creating structured parking on a City-owned parking lot (see Catalyst site C5 on pages 7.22-7.25).*



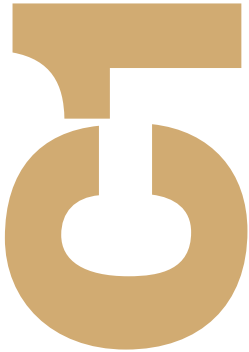
*Improvements to Century II could transform this utility and loading area into more competitive exhibition and hotel space with access to and from public paths and views along the Arkansas River edge.*

# Catalyst Sites





## SITE



### West Bank Arkansas River and New Central Library

*Including the parcel southwest of McLean /Second Street acquired by the City for the new library as well as adjacent public park areas and privately-owned parcels.*

#### How the site advances the master plan

The planned new Downtown library can play a very important role—besides its central one as a state-of-the-art library facility serving the whole community—in bringing the Wichita region to enjoy the Arkansas River and in stimulating private development investment in Delano and near the river.

#### Context

The library site sits two blocks north of Delano's Douglas/Sycamore roundabout in an area where new retail and restaurants are reviving Douglas into a distinctive and successful neighborhood shopping street. The site is directly



south of Exploration Place—which could benefit from the addition of a nearby cultural destination as well as other uses—and west of riverfront park land. An existing recreation path follows the riverbank, and a planned recreation path on a former rail corridor would run directly past the library site to link with the riverbank path. The site can play a strategic role in tying all this context together with destination activities and improved walking, biking, transit and parking access; in its current state, as a former light industrial site in an auto-oriented setting, it cannot.

#### Target program and development approach

The Vision scenario anticipates:

- **A new library building**, designed and programmed as envisioned by the Library Board to provide a variety of new and improved facilities to the community. These will go beyond the facility's traditional role as a source of books and other media to support activities including community meetings and movie screenings in prominent spaces accessible after ordinary library hours, public computer and Internet access, children's programs, café and more. The library should be provided adequate off-street parking and access serving its needs.
- **Library Plaza**, an inviting public space at the library entrance. This plaza would feature convenient walking access from library parking as well as adjacent public sidewalks and riverfront park areas. The plaza should be programmed and designed with activities that keep it active during as much of each day and week as possible. The planned library movie theatre, community

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meeting rooms and café are excellent examples of such programming that could keep the plaza active and inviting. Supplementary housing in the area, described below, could also keep the plaza active and take advantage of its potential as a neighborhood park. A new crosswalk with pedestrian-activated traffic signals should be installed on McLean midway between Douglas and Second Street, connecting Library Plaza to the riverfront park. The crosswalk should also accommodate the planned rails-to-trails recreational path extending west from the library site through Delano.

- **Mixed-use development adjacent to the library.**

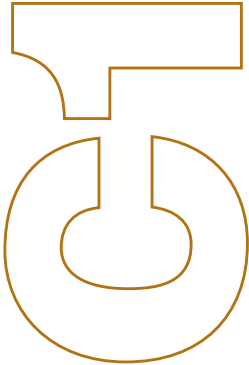
Library planning has wisely anticipated complementary development and activity around the library, such as housing and public recreation. Uses like these not only make the most of the city's investment in the library by encouraging private investment and supporting other community benefits, they can also benefit the library by creating a setting that is more inviting to its patrons. The library site is large enough to comfortably accommodate other development beyond a substantial new library building and associated parking and plaza. Development concepts for such development on and adjacent to the library site include:

- > **Approximately 150 housing units near the library west of McLean, incorporating ground-level retail and/or restaurant use as the market will support.** This development could be accommodated on southern portions of the library site not needed for the library or its parking, *or* on adjacent privately-owned land to the south (over a longer period, additional housing could fill in either

site), in 3- to 5-story buildings. Development around the Library Plaza should incorporate ground-level retail and/or restaurant use wherever possible to help bring activity and visibility to the plaza.

- > **A new mixed-use building on current city-owned land along the south side of Second between McLean and the river.** This building could play an important role in bringing people to the riverfront park on a daily basis, justifying its location on a modest amount of current open space (currently occupied by a berm) by making a much larger amount of adjacent park area more useful to the community. The vision scenario anticipates approximately 20,000 square feet of restaurant and/or retail space, 70 housing units, and a boating/biking recreation facility in a 4- to 5-story building. Restaurant and retail space should face McLean, Second, and the park area to the south as much as possible, taking advantage of park and river views. Housing should take advantage of river, park and Downtown views. The recreation facility should include functions such as a bike- or boat-rental facility that gives the community more opportunities to enjoy activities on and near the river. It also could include new boathouse facilities needed by Wichita State University's crew teams, possibly co-using facilities or management serving the public.
- > **Revitalization of existing park space between McLean and the river.** Adding a stage and concert green would enhance the site's already important function of hosting concerts. The adjacent recreation facility could incorporate public rest rooms and/or other supportive facilities.

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- > **Other cultural or institutional uses such as a museum or conference center** could also be highly appropriate on or near the library site, in place of or in addition to the uses described above.

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### Timing

The library should be the first building constructed on its site to ensure it has adequate space for building footprint, access and parking. Once library parking and other site usage patterns are apparent, surplus land may be developed with housing and/or other uses that complement the library and adjacent public spaces. The new McLean crosswalk should be created during construction of the library to reinforce library-river connections as early as possible.

Market analysis suggests that new housing construction in the area may be most feasible after the library is open and after other portions of Downtown have emerged more clearly as residential neighborhoods. When housing is constructed near the library, it should contain enough units and be located close enough to the library or other nearby development to have a strong sense of community and place.

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### Quality standards for development and design

The library building should be an architectural landmark in the tradition of other great landmarks along the river, such as Exploration Place, the Keeper of the Plains, and the Wichita Art Museum. This will reinforce the Arkansas River corridor

as Kansas' greatest concentration of cultural institutions. The primary library entrance(s) should be oriented to Library Plaza, McLean and/or Second streets. The entrance(s) should accommodate convenient walking access from library parking as well as these public spaces and streets.

Minimize the appearance of off-street parking associated with private development. East of McLean, parking may be included in the ground level of the new mixed-use building if screened from Second Street by occupied dwelling space and from park areas by a berm or other landscaping. West of McLean, library parking should be located to the west of its site, substantially screened from McLean by buildings. Enough visibility may be maintained between the parking and public access routes, supplementing wayfinding signage, to ensure driving access the library is convenient to and from multiple directions. Parking may be included in the ground level of new housing or mixed-use buildings if screened from McLean, Sycamore and the Library Plaza by occupied dwelling space or retail. Providing on-street parking in the curbside lanes of McLean is strongly encouraged as a means of adding public parking capacity for library, park, retail and residential visitor use, and as a means of keeping traffic speeds moderate to allow safe pedestrian crossing of McLean.

Design housing so that as many dwelling units as possible have the benefit of the area's fine views to the Arkansas River, adjacent parkland and Downtown skyline.

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Include height and scale transitions in buildings adjoining Delano so that new buildings relate well in scale to existing residential and commercial structures around them. Portions of new buildings closer to the river may be taller as long as building massing includes a sensitive height transition to context.

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#### Development finance strategies

- Combine public sources and private donors for the new library.
- Encourage market-based new housing and restaurant/retail development that can support its development costs, on city-owned land and adjacent privately-owned land. Maximize the city's return on its land contribution. Reduce development costs for new housing west of McLean through the use of well-designed dedicated surface parking, dedicated garages, and/or sharing of a limited amount of library parking (to the extent possible, recognizing that library parking needs must have priority). Coordinate development with ongoing private-sector-led reinvestment in Delano's Douglas corridor.
- Wichita-based low-interest revolving housing-development loan fund.
- Investigate potential Wichita State University investment in a boating facility that serves the general public as well as the university community.
- Consider other potential institutional partner(s) for conference center, museum and/or other appropriate development.
- Leverage existing and planned infrastructure, including existing street and utility network, park areas, and existing/expanded Q-Line service.





## East Bank Arkansas River at First/Waco Streets

*This large city-owned parcel sits north of the Broadview Hotel and includes a riverfront recreational path. The city's partial ownership of the lot southeast of First and Waco streets (former rail corridor) as well as the public parking structure to the east side of Waco reinforce investment opportunity on and around this site.*

### How the site advances the master plan

This site offers a unique and important opportunity to connect Downtown to the Arkansas River with activity and inviting walking paths. It also can bring needed life to this area evenings and weekends with more housing, restaurants and possibly retail to complement substantial existing office and hospitality uses in the area.

### Context

Recent park improvements between the Broadview Hotel and the river also directly benefit this site. Besides the hotel, river, and lot and parking structure along Waco described above, the site is also near the Garvey Center—a healthy mix of office, housing and retail—Century II, the INTRUST Bank offices and Cargill's offices as well as its new Innovation Center.

### Target program and development approach

The Vision scenario anticipates:

- **One or more new buildings containing housing and ground-floor restaurant and/or retail space** framing

a river-oriented courtyard that enhances public access to the river. Approximately 130 dwelling units could be accommodated in 3- to 5-story buildings. While market opportunity for restaurant and retail uses may not be extensive here, the site could provide at least one highly desirable and unique restaurant location overlooking the river and highly visible and accessible from First and/or Waco streets. The housing may incorporate a semi-private residential courtyard facing the river but should also leave room for public park or plaza space that expands on the existing riverfront recreational path.

- **An institutional use**, such as a museum or conference center, could also be highly appropriate on this site as long as a significant housing presence remains. This site could also be an appropriate alternate location for a boathouse serving both Wichita State University and/or the general public (see catalyst site C1).
- **Redevelopment that improves pedestrian access**—currently poor near the site—between the riverfront recreational path and nearby Downtown streets. In particular, inviting walking connections should be made in at least two of these locations: 1) at the foot of the First/Second street bridge; 2) at the corner of First and Waco; 3) from Waco midway between First and Douglas.
- On the lot partially owned by the city southeast of the First and Waco intersection, another **50 housing units**, ideally with ground-floor retail, could be possible.
- **Management of the existing public parking structure across Waco** and/or additional private



New Cargill building,  
offices, housing

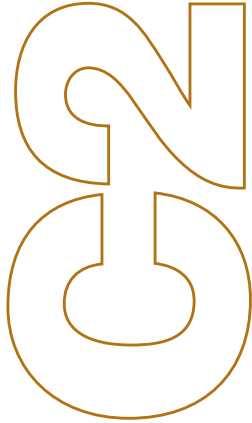
New housing and  
waterfront dining

Public park and  
river access

Park improvements  
at the Broadview



## SITE



structured parking at the Garvey Center to the extent possible to free up additional capacity for accommodating uses on the development site, such as housing or restaurants. This could significantly reduce parking cost and design challenges on the catalyst site.

### Timing

Market analysis suggests that new housing construction on the catalyst site area may be most economically feasible after other portions of Downtown emerge more clearly as residential neighborhoods. This would produce housing values sufficient to support the costs of new construction and potential below-grade parking. When new housing is built, it should contain enough units and be sufficiently integrated into its riverfront and Downtown contexts to have a strong sense of community and place.

In the near-term, the site could offer a good opportunity for a public boat-launching facility for kayaks, canoes and similar unpowered watercraft, with associated surface parking.

### Quality standards for development and design

Building and landscape architecture on the site should demonstrate a high level of quality and distinction in the tradition of the other great landmarks along the river, such as Exploration Place, the Keeper of the Plains and the Wichita Art Museum. This will reinforce the value of private development on the site.

One or more river-oriented restaurants on the site should include significant windows and outdoor dining space oriented to the river.

Ground-level housing units, whether oriented to surrounding streets or an internal courtyard, should have individual entrances and substantial window area facing the adjacent sidewalk or path. This enlivens the walking environment with frequent elements of interest and household identity, and makes it safer by adding more “eyes on the street.”

Upper-floor housing units should include bay windows and/or balconies to add interest to the building’s appearance and value to its dwelling units. Design housing so that as many dwelling units as possible have the benefit of the area’s fine views to the Arkansas River, adjacent parkland and Delano.

Minimize the visibility of off-street parking associated with private development. Ideally, parking for on-site housing should be located below grade to diminish its impact on river views and access for site residents and the public. If additional parking is necessary at grade level for capacity or cost reasons, it





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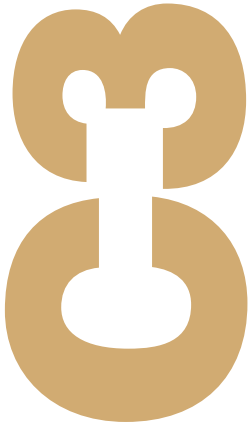
should be screened from public streets by occupied dwelling units and from the river by additional occupied units or terraced landscaping. Aim to accommodate all restaurant or retail parking on-street and/or in nearby parking structures to reduce cost and design impacts on the site.

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### Development finance strategies

- Pursue market-based housing and restaurant/retail development that can support its development costs on city-owned land as well as nearby land under private ownership (southeast corner of First and Waco). Maximize the city's return on its land contribution. Manage parking in the city-owned Waco Street parking structure and at the Garvey Center, if possible, to free parking capacity that can support catalyst-site redevelopment, to reduce costs for new parking.
- Wichita-based, low-interest revolving housing-development loan fund.
- Consider other potential institutional partner(s) for conference center or other appropriate development.
- Build on existing and planned infrastructure, including existing street and utility network, recent riverfront park improvements at the Broadview Hotel, and existing/expanded Q-Line service.
- Leverage ongoing private-sector-led reinvestment in the Broadview Hotel, Garvey Center, and Cargill Innovation Center.

## SITE



### Century II and Current Central Library

*This city-owned land includes the Century II performing arts center and convention center, the associated Hyatt Hotel, and the current Central Library building on Main Street.*

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#### How the site advances the master plan

This large site—already one of Downtown’s most important destinations for residents and visitors alike—makes important contributions to Wichita’s economic and cultural life. Nevertheless, it holds significant untapped opportunities that deserve more planning and investment. An enlarged convention center that celebrates its Arkansas River setting could attract more significant events. Century II’s performing arts venues could be further improved and separated from conflicting convention center uses—or possibly would profit from relocation to entirely new facilities elsewhere. The architecturally distinguished current library building needs to take on a new use of importance and prominence once the library relocates to its new site. Extension of Water Street through the site could not only improve access to Century II but make important links to and among Douglas Avenue and WaterWalk.

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#### Context

Century II has prominent relationships with other important Downtown areas on all sides; all of these relationships could stand improvement. The Douglas Avenue edge, the facility’s most prominent front door, benefits from adjacency to a variety of uses, including the Broadview Hotel and housing,

offices, and restaurants at the Garvey Center. Yet the potential positive relationships among these uses are hindered by difficult walking connections across and along Douglas, limited restaurant and retail options, and regular use of Century II’s Kennedy Plaza as a loading/staging area instead of as the public plaza it was intended to be. The library building has a prominent presence on Main and draws many regular visitors, but broad setbacks isolate the building from its context and are hard to use in ways that effectively support library program. The convention center’s primary entrance is difficult to find, set back a block from Main. Surface and structured parking undermine the dignity of the Waterman edge, although the Hyatt’s landmark presence at the river helps compensate.

Improved pedestrian connections are needed across Waterman to make a stronger connection to WaterWalk, where a new hotel and anticipated restaurants will be important destinations for convention center visitors. The Hyatt also makes a strong connection to the Arkansas River through its lobby, dining and landscaped areas. The rest of Century II’s river edge, however, fails to embrace the unique river setting. Loading and parking areas and the chilling/heating plant occupy a substantial portion of the facility’s frontage on A. Price Woodward Jr. Park; the fountain park toward Douglas, although well-used on hot days, has weak walking and visual connections to Douglas Avenue and Kennedy Plaza.

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#### Target program and development approach

The Vision only suggests a very rough scenario for new and expanded facilities at Century II because further study is needed to confirm the most appropriate investments for its

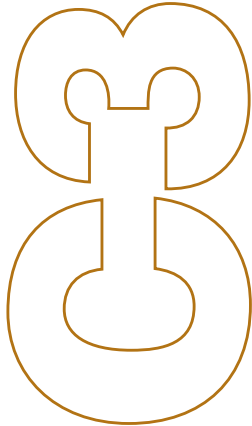


*Situated on the Allegheny River, Pittsburgh's convention center (above) celebrates its setting with extensive views from its interior spaces. The Hampton Inn in Greenville, South Carolina (left), connects to the Reedy River corridor with views from interior spaces and direct pedestrian access to walking paths.*



various facilities. The scenario does include, however, several intentional elements that should receive careful consideration in the follow-up planning recommended by this plan. These elements include:

## SITE



- **Expand the convention center toward the river, and extend Water Street as a full city street from Douglas to Waterman and into the WaterWalk site.** This differs from the recommendations of a past convention center study that expanded the convention center toward Main Street. Expanding toward the river (to create a much larger exhibition hall as well as additional meeting rooms and other facilities) takes advantage of compelling opportunities to connect the facility's public circulation spaces directly to riverfront park space, and to create walkable connections to other complementary Downtown areas along Water Street. The convention center would also add a prominent entrance oriented to Douglas between the circular building and the river. One challenge this approach raises is improving the loading/staging area in a way that doesn't obstruct important walking connections and "front door" areas. Conceptually, this could be done by expanding such facilities in their current general area; building added convention center facilities above the loading area; linking this upper level to street entrances and the river edge with well-designed terracing and stairs; and making sure the overall design keeps service entrances and exits as discreet as possible. Such an approach would return important benefits in the form of state-of-the art facilities and a highly memorable setting.
- **Accommodate a potential new north-wing addition to the existing Hyatt Hotel, running parallel to the river edge.** Hyatt management has already considered such an addition, which could help Century II secure larger conventions (due to a greater inventory of convenient hotel rooms) and would take excellent advantage of the river setting, with dining and/or other public spaces at ground level offering direct access to and expansive views of the river and its park edges.
- **The circular building remains a premier performing arts venue for the region,** freed from conflicts with convention center events by the construction of new dedicated convention facilities.
- **The Central Library building is re-used in one of several ways:**
  - > It is retrofitted as an additional performing arts venue, such as a black-box theater, with the building's generous windows continuing to enliven public lobby spaces with daylight and view connections.
  - > It accommodates an expansion of the convention center, providing meeting spaces, administrative offices and/or a "front door" and reception area that are highly visible on Main Street. Such convention-related uses would likely justify building an enclosed pedestrian bridge over Water Street linking the building to the rest of the convention center.
  - > It becomes the new home of a significant institution, such as a department of a local college or university.

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- The parking lot at Main and Waterman becomes a parking structure with significantly more capacity, lined on at least two sides with housing over ground-floor retail that brings Main and Waterman to life as walkable streets. See strategic parking location P3.

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### Timing

A dedicated planning effort to determine the most cost-effective ways to enhance Century II's value as a convention center and performing arts venue should be launched as soon as possible, so that the resulting reinvestments can occur as soon as possible. The process of completing planning, confirming funding sources, completing design, and beginning construction appears likely to take up to five years.

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### Quality standards for development and design

Any expansion to the river's park edge should feature direct walking access and extensive windows connecting it visually to its setting. While an internally-focused exhibit hall would be inappropriate for such a location, public lobbies, dining areas, and even meeting rooms, as part of the convention center itself or associated hotel space, would make very successful connections that not only bring vitality to the river edge, but also distinguish the convention center with the asset of a beautiful, memorable setting.

Continue Wichita's tradition of landmark architecture along the Arkansas River by engaging high-quality design talent for any expansion or other improvements at Century II and/or the Hyatt. Century II is one of Wichita's most visible landmarks,

and it offers great opportunity as an improved landmark that fully celebrates and takes advantage of its river setting for views, access and activities such as outdoor dining and receptions.

Minimize the visibility of off-street parking and loading/staging areas from public streets and parks. The suggested parking structure at Main and Waterman should, for instance, be screened with housing and ground-floor retail on at least its Main and Waterman edges, if not others as well. High-quality architectural design and materials should be used to enhance the appearance of any exposed portions of the parking structure. Loading and staging areas for the convention center should display only an entrance drive, preferably screened with a garage door or gate when not in use, to public streets. Screen loading docks, parking and maneuvering areas from public view.

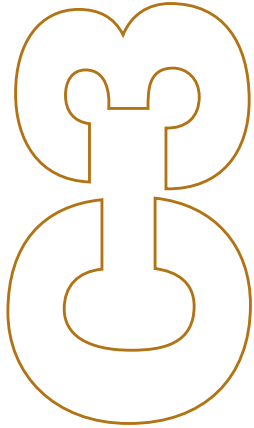
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### Development finance strategies

- Combine public sources and private donors for Century II improvements (convention center and performing arts facilities).
- Recruit public sources, private donors and/or private institutional tenants for reuse of the current Central Library building.
- Encourage market-based new hotel development that can financially support its development costs, on city-owned land and/or on adjacent privately-owned land. Maximize the city's return on its land contribution. Coordinate

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## SITE



development with ongoing private-sector-led reinvestment at the Hyatt and Broadview hotels and at WaterWalk.

- Wichita-based, low-interest, revolving housing-development loan fund for housing along Waterman/Main parking structure.
- Leverage existing and planned infrastructure including existing street and utility network, parks, and existing/expanded Q-Line service.

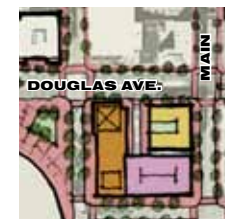




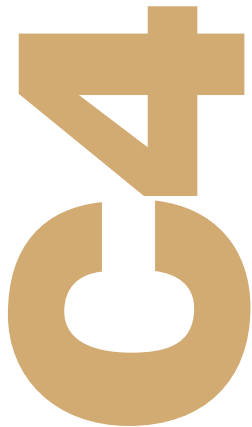
Prominent transit

New hotel

Improved  
Kennedy Plaza



## SITE



### City Plaza and Parking Site at Douglas, Main and Century II Drive

*This city-owned site includes Finley Ross Park (a sunken public plaza) and adjacent public parking lot, and anticipates additional site area through reconfiguration of Century II and Tlalnepantla drives and Water, William and Cancun streets.*

#### How the site advances the master plan

Redevelopment on this site can transform the forgotten, hidden space known as Finley Ross Park into a landmark hotel (or office building) that strengthens Century II's ability to attract conventions and brings Kennedy Plaza back to life as a great public space. A new parking structure here would add parking in one of the places it is needed most—to enable new development such as the hotel, enable revitalization of the adjacent Century Building (such as with loft apartments), and offer supplementary parking for Century II and other established uses.



#### Context

One of the most visible locations on Douglas for people approaching from the west, the site sits adjacent to a broad mix of uses that could work together much more effectively if a better walking environment and more intensively occupied buildings—especially at ground level and during evenings and weekends—were present. The site can offer precisely these missing elements.

#### Target program and development approach

The Vision scenario anticipates:

- **A larger site area on a squared-off block** created by replacing Century II and Tlalnepantla drives and Cancun Street with an extension of Water Street south of Douglas to WaterWalk, and an extension of William Street to meet the extension of Water.
- **A new hotel (or alternatively an office building) of up to 250 rooms at the corner of Douglas and Water**, replacing Finley Ross Park. This building would be a prominent landmark that joins Century II, the Garvey Center and the Broadview Hotel in giving shape and activity to Kennedy Plaza and adjacent portions of Douglas. A hotel would offer the advantages of providing Century II additional nearby hotel rooms that make it more competitive, and of providing activity at street level throughout the day and week, helping bring Kennedy Plaza and surrounding streets back to life.

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- **A new parking structure at Main and William streets** providing needed parking for the hotel (office) building, revived use of the Century Building, and other area uses (see strategic parking location P4).
  - **Adaptive reuse of the Century Building as residential lofts or other market-supported use, at the discretion of its owner.** No longer competitive for the office uses it was designed for, the building has been largely empty for nearly 20 years except for an active function hall and a limited number of office and retail tenants. The vision anticipates the building could accommodate approximately 90 dwelling units on nine upper floors. Housing provides an attractive re-use opportunity for several reasons:
    - > building floor layouts and views could accommodate apartments that are attractive to the market;
    - > the Garvey Center has already established a housing presence in the area;
    - > residential parking could share spaces occupied by commercial or hospitality uses at other times of the day; and
    - > re-use would add people to the area during evenings and weekends, when the area's office buildings tend to be empty.
  - **Approximately 15,000 square feet of ground-level retail or restaurant use in the Century Building and new hotel (office) building.**

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### Timing

Site redevelopment should wait until there is demonstrated market interest in at least one major development on the site, either the new hotel (or office) building or Century Building re-use. It should also have the benefit of completed comprehensive planning for the adjacent Century II site, so that it can provide the optimal complement through additional hotel rooms, parking, restaurants or other means.

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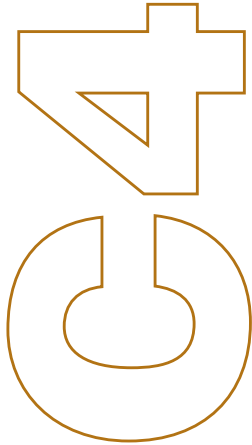
### Quality standards for development and design

The hotel (or office) building deserves high-quality architectural design befitting its prominence. It occupies one of the few locations Downtown where new development of more than five stories appears market-feasible. Ground-level spaces along the Douglas, Main and William sidewalks should contain active hotel lobby, dining and/or retail space that invites walking. It is suggested that vehicular drop-off for the hotel be located between the new building and the Century Building to minimize conflicts with pedestrians.

Any adaptive re-use of the Century Building should retain and highlight attractive elements such as its beautiful lobby. The parking structure should be designed to be as attractive as possible, using quality architectural design and materials. Integrate the west end of the structure into the architecture of the hotel, locating hotel rooms or other occupied uses to screen the parking from public view.



## SITE



### Development finance strategies

- Encourage market-based new hotel, office, residential and/or retail development that can financially support its development costs, on city-owned land and/or in the privately-owned Century Building. Maximize the city's return on its land contribution. Coordinate development with ongoing private-sector-led reinvestment at the Broadview Hotel and Garvey Center, and anticipated reinvestment in Century II.
- Fund shared public parking structure with bond funds repaid by the added value of new and rehabilitated buildings on the block.
- Wichita-based, low-interest, revolving housing development loan fund and/or historic tax credits for adapting the Century Building for residential reuse.
- Seek New Market tax credits and/or creation of a community improvement district (CID) for hotel, office and/or retail components.
- Leverage existing and planned infrastructure including existing street and utility network, Kennedy Plaza, and existing/expanded Q-Line service

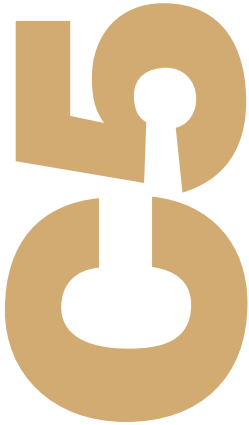


Douglas Building  
renovated as  
housing

Henry's building renovated  
as office or hotel

Park and new lofts  
on Allis Hotel site

## SITE



### Former Allis Hotel Site

*This city-owned site occupies much of the block bounded by English, Broadway, William and Topeka. Mostly devoted to surface parking, including approximately 200 spaces that serve the state office complex at William and Market streets, it includes a modest park at the corner of Broadway and William.*

#### How the site advances the master plan

Strategic public parking and park investments on this site could establish a new Arena District residential neighborhood as well as bring new life to the adjacent Douglas Core corridor. The added public parking would be especially important to restoring economic life to the largely vacant Douglas and Henry's buildings on the block bounded by William, Broadway, Douglas and Topeka. A lack of nearby parking greatly limits the possibility of higher-value use of those prominent and historically important buildings. Additional housing and/or commercial development on the Allis Hotel site could have a strong impact on the Arena District due to its central location, visibility from significant streets like Waterman, Broadway, Emporia and Kellogg, and potential to encourage additional private-sector investments on a variety of underutilized properties.

#### Context

The block occupied by city-owned parcel also includes two privately-owned commercial buildings along Topeka. The Henry's building—once home to Downtown's premier department store—and the Douglas Building are located one block north. More traditional commercial buildings along the Douglas corridor, with some additional presence on William

and intersecting streets, occupy adjacent blocks. The Downtown Transit Center, one block east, offers important bus connections to other parts of Downtown and the greater city. The INTRUST Bank Arena sits one block beyond the Transit Center. Commercial buildings located to the south across English Street offer potential for conversion to housing. The block to the west includes the historic Petroleum Building, which has additional adaptive reuse potential, one other building, and parking lots that could accommodate new development. The Allis Hotel site could promote reinvestment in a wide variety of underutilized properties on these surrounding blocks, introducing a mix of residential and commercial uses.

#### Target program and development approach

The Vision scenario anticipates:

- **A new public parking structure, preferably centered in the block and straddling the alley so that it can be screened from adjacent streets by occupied buildings.** This parking structure should have convenient walking and driving access, with especially good walking connections to the block north of William and west along William to the state offices. In addition to serving current state-office and Arena parking needs, the parking structure could provide the capacity to support revived use of the Douglas, Henry's, and Petroleum buildings and other area buildings as well as new development on the block (see strategic parking location P5).
- **Adaptive reuse of the Douglas Building as residential lofts or other market-supported use, at the discretion of its owner.** No longer competitive for



office uses, this largely vacant Class B office building could take on new life as housing. This re-use opportunity would make sense for multiple reasons:

- > the building's floor layouts and views could accommodate apartments that are attractive to the market
- > re-use would reinforce planned investment in more than 200 additional new housing units nearby as part of the Exchange Place project, lending Douglas-Core an important new identity as a residential neighborhood even as it remains an important commercial center.
- > residential parking could share parking spaces occupied by commercial uses at other peak hours; and
- > housing would add people to the area during evenings and weekends when office buildings in the area tend to be empty.

The vision anticipates the building could accommodate approximately 115 dwelling units on 13 upper floors. Housing-market analysis indicates that the types of households that would be interested in renting an apartment in the Douglas would typically tolerate a one-block walk to parking (on the Allis Hotel site) if the walk felt safe and interesting.

*Left photo: The Allis Hotel, located on Broadway opposite the Petroleum Building until demolition in the 1990s.*



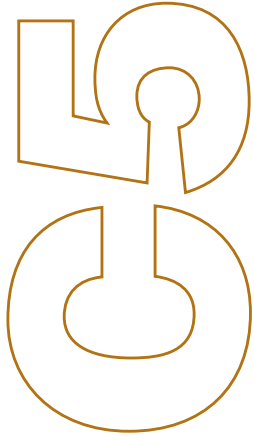
*Right photo: Henry's Department Store in its heyday.*



- **Adaptive reuse of the Henry's Building for commercial and/or residential use(s) at the discretion of its owner.** While market analysis has determined there is little market opportunity for a Downtown department store in the foreseeable future, the building could provide quality space for office, hotel, retail and/or housing with appropriate renovations. There is potential for continued use of existing façade and structural elements, drawing continued historic and economic value from the building while also accommodating the addition of windows and other elements supporting new uses. It may be possible for this site to provide some of its own parking with an entry from the alley to its north.
- **6,000 square feet or more of ground-level retail in the Douglas and/or Henry's buildings and/or in new buildings on the Allis Hotel site.** Limited market-based retail opportunity in this area requires that retail locations be explored in order of priority: first, along Douglas between Broadway and Topeka; second, along William; third, along Broadway or Topeka streets; and fourth, along English Street.
- **New housing on the Allis Hotel site,** making use of some of the capacity of a new parking structure on the site. Assuming the commercial building at English and Topeka remains but that the smaller office building north of it is redeveloped, approximately 80-120 new housing units could be created on the block.
- **A new park on the Allis Hotel site,** recommended at the corner of William and Broadway replacing the current green space. A park of modest size (7,000 to 11,000 square



## SITE



feet) should be created to serve as a center of community gathering and identity for the emerging Arena District, as well as to enhance the value of the private development around it. Consider including in the park design interpretive signage that tells the story of the celebrated Allis Hotel that once stood on the site, and/or of other buildings or history of the immediate area.

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### Timing

Site redevelopment should wait until there is demonstrated market interest in at least one major development on or around the site, whether it be the Douglas Building, Henry's Building, new development on the site, or other development on an adjacent block.

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### Quality standards for development and design

New housing on or near the Allis Hotel site should include a variety of units that respond to the preferences of diverse target market households. Ground-floor housing units should have individual entrances from the street and other design features that lend a sense of neighborhood identity and safety to the walking environment along streets. Housing and other buildings along English should support the plan's emphasis on English as a "green street" by incorporating shallow but richly planted setbacks.

New structured parking on the Allis Hotel site should be screened from street view to the extent possible, to prevent negative impacts on street character. Prominent pedestrian and vehicular entrances should be provided, however, to keep

access convenient and safe. Any structured parking that does come to the sidewalk should include an active ground-level use, and high-quality architectural façade above. Adaptive reuse of the Douglas and/or Henry's buildings should retain design features that are historic or otherwise significant, to the extent possible.

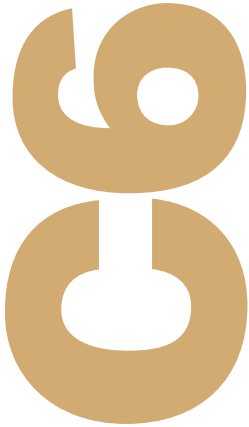
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### Development finance strategies

- Encourage market-based new hotel, office, residential and/or retail development that can financially support its development costs, on city-owned land and/or in the privately-owned Douglas Building, Henry's building or other sites. Maximize the city's return on its land contribution. Coordinate development with ongoing private-sector-led reinvestment at Exchange Place and with potential streetscape improvements on adjacent streets like English.
- Fund a shared public parking structure with bond funds repaid by the increase in value that accrues to new and rehabilitated buildings in the vicinity.
- Wichita-based low-interest revolving housing development loan fund.
- Seek historic tax credits for adaptive reuse of Douglas and Henry's buildings or other nearby buildings.
- Seek New Market tax credits and/or creation of a community improvement district (CID) for hotel, office and/or retail components.
- Leverage existing and planned infrastructure including existing street and utility network, the Transit Center, and existing/expanded Q-Line service.



## SITE



### Topeka Street Firehouse

*The City currently uses this former firehouse, on the southeast corner of Lewis and Topeka, for office space and storage.*

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#### How the site advances the master plan

An attractive building and a strategic location make the firehouse a valuable anchor for a gradual westward expansion of the Commerce Street Arts District. Lewis Street's walkable scale, street trees and numerous vacant parcels make it a logical corridor for future private investment in development related to the district; a recently announced housing project on the parcel east of the firehouse is evidence of this. The firehouse itself has potential to accommodate a variety of program options that strengthen the viability of the district—such as affordable artists' housing and/or studio space, gallery space, or a neighborhood cafe.

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#### Context

Lewis Street extends east to St. Francis, where an ongoing study is exploring a connection one block further to Commerce Street. Lewis extends west to Main and WaterWalk, where a walking path continues on to the Arkansas River. Topeka connects directly to the Arena District and Douglas-Core corridor to the north, and South Central to the south. Most parcels on the north side of Lewis within one block of the firehouse are vacant and offer strong potential for new residential or commercial development. Most parcels within a block west, south or east of the firehouse have commercial uses with potential

for redevelopment with higher-value uses. As noted above, a planned housing development directly east of the firehouse will entail the renovation of two existing residential buildings.

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#### Target program and development approach

Programming for the firehouse would be most appropriately done through the targeted Commerce Street Arts District plan recommended as one of the small area plans to follow this Downtown master plan. The Commerce Street arts community is best situated to identify the uses that would most benefit the district. Given the identification of affordable studio, housing and gallery space as important goals for the district in anticipation of rising real estate prices in the district, and given that preserving an arts in the district is central to the area's character, program concepts to consider include:

- Studio and/or gallery space on the ground level, taking advantage of the high ceiling and large glass doors of the firehouse bays.
- Additional studio space on the upper floor.
- Affordable housing for artists on the upper floor and/or in an addition behind the building.
- Market-rate housing on the upper floor and/or in an addition that helps finance other program supporting artists.
- A café, small store or other public use on the ground level, possibly combined with an art gallery.

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Once a program is confirmed, development could move forward through any of several methods. The city could undertake renovation and management itself, as it has at the City Arts facility on Old Town Square. Alternatively an independent community development corporation could carry out development, possibly on the model of the CreateHere artist/business incubator facility in Chattanooga, Tennessee. A third possibility would be redevelopment by a private for-profit entity with the stipulation that it provide certain spaces or services that serve artists or other community needs.

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### Timing

Reinvestment in the site could happen as soon as a community-based planning process identifies priority uses, and associated funding for implementation is secured. Planning and reinvestment for the site would reinforce the market interest in and success of residential development already evident in the district.

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### Quality standards for development and design

Adaptive reuse of the building should retain and showcase the historic and otherwise valuable elements of its architecture. Improvements of the site around the building should promote walkability. Surface parking, for instance, should be screened from sidewalks, and ground-level uses inside the building should have strong visual connections with sidewalks.

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### Development finance strategies

- Wichita-based, low-interest revolving housing-development loan fund.
- Apply historic tax credits for adaptive reuse.
- Seek New Market tax credits and for any office or retail component.
- Include a market-based residential and/or retail component that helps support other uses.
- Leverage existing and planned infrastructure, including existing street and utility network, planned near-term improvements for Lewis Street and existing/expanded Q-Line service a block away at the intersection of Topeka and Waterman.



## SITE



### Former Coleman Factory Site

*This County-owned site includes the northern two-thirds of the block bounded by St. Francis, Second, Santa Fe and First, plus a additional parcel facing it on the north side of Second.*

#### How the site advances the master plan

This large and prominent site can play an important role in tapping the established energy of Old Town Square and the INTRUST Bank Arena to spawn market-based development in the Old Town West district and beyond. The recent successful rental of all 68 apartments in the Flats 324 development on the block northwest of the site, during difficult economic conditions, demonstrates significant potential for market-based housing around the site. New public infrastructure and possibly building development on the site would help accelerate such market-based development, including both commercial and residential uses.

South of Second, a public park on the site could spur redevelopment of vacant and underdeveloped sites on surrounding blocks as an amenity, and function as a center of community for the new neighborhood. Shared public parking could also support mixed-use development on surrounding blocks, including ones in Old Town nearby, as well as Arena events. The site would also make an excellent location for new mixed-use development as a complement to the public park and parking, if soil contamination issues on site can be sufficiently remedied. The site area north of Second would best be sold for mixed-use redevelopment (no significant environmental contamination issues have been identified there) that takes advantage of new public infrastructure on the southern portion of the site.

#### Context

Second and St. Francis, which form the main public edges of the site, are important emerging walking corridors. Second connects directly to Old Town Square one block east, and extends west past numerous sites offering mixed-use development opportunity. Second is also one of Downtown's most important east-west traffic corridors as part of a couplet with First (recommended for eventual conversion to two-way traffic) linking west across the Arkansas River and east from I-135 and, via Washington Avenue, US 54. The Coleman factory site thus occupies an important gateway point to Downtown's traditional core for traffic from the east, north and south. St. Francis makes a more locally-significant walkable connection to Douglas and the Arena to the south, and Renaissance Square and Via Christi Hospital to the north. Substantial opportunity for mixed-use development exists along St. Francis down to the Arena in the form of numerous buildings with adaptive reuse potential and vacant parcels or parking lots with potential for new development. Planned reconstruction of St. Francis with new street trees, sidewalks, two-way travel, on-street parking and related features should be coordinated with near-term Coleman factory site improvements.

The site also can help make an important walkable connection between the "First Street String of Pearls" and Old Town, via First, Second, St. Francis and a potential east-west pedestrian walk midway between First and Second. The "String of Pearls" includes the existing Orpheum Theatre and Scottish Rite Center three blocks west of the site, and a concept for one or more additional performing arts venues in the area. These cultural venues would benefit from inviting walking connections to Old Town and intermediate destinations (such



To Old Town  
Square

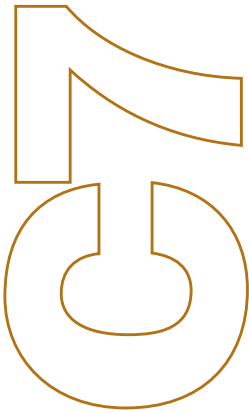
Neighborhood park

Public parking  
structure

Arena

Infill housing,  
retail, office

## SITE



as new restaurants); this site could play a key role in creating those connections and destinations.

The Coleman Factory Outlet Museum across St. Francis from the site is a notable visitor destination and helps convey the history of this part of Downtown.

Soil and groundwater contamination from past manufacturing on the factory site constrains its reuse potential. Despite significant remediation efforts over 15 years or more, several portions of the site are not currently suitable for buildings or even some outdoor uses that gather people for significant periods of time. While these conditions remain, parking is the most cost-effective use of these areas. Other portions of the site are suitable for park use, including the frontage along St. Francis and Second, where park space would be most useful. Because of the significant potential value of the site for new building development, continued efforts should be made to determine whether the value of new development on certain portions of the site (and/or on surrounding blocks) could



justify the costs of further remediation of those portions. Priority areas for new buildings, if feasible, would be along St. Francis to the south of public park space, and/or along Second east of public park space, to lend additional vitality and visibility to these important walking areas.

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### Target program and development approach

The Vision scenario anticipates:

- **A new public parking structure, located toward the eastern side of the site (along Santa Fe)** capping the most contaminated soil areas and reserving the St. Francis and Second Street edges of the parcel for park space and potential development that supports walkability. Surface parking is an appropriate near-term use for this same area before new development begins to require additional parking infrastructure. Near-term parking should be designed to facilitate its eventual replacement with a parking structure. The parking should have convenient walking and driving access. See strategic parking location P7 for additional detail.
- **A new park, with a gathering area focused at the corner of St. Francis and Second** where soil conditions are suitable and where high visibility enable it to play an important role as a gateway to Downtown, an amenity for new development around it, and as a center of community for the Old Town West neighborhood. The main gathering area should be at least 20,000 square feet (about half an acre) in size. Linear extensions of the park should be created along the rest of the site's Second and St. Francis Street frontage to help screen parking beyond



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and to offer additional aesthetic and park benefit. Dense trees and other plantings should be included in the park to compensate for the almost complete lack of vegetation on surrounding blocks. Given the need to cap existing soil, sufficient new soil should be placed above the cap in berms and/or terraces, with irrigation (preferably utilizing retained stormwater) as needed, to sustain the new plantings. Installation and maintenance of park plantings and supportive irrigation should be coordinated with the city's planned introduction of street trees along St. Francis. The park can also offer a prominent setting for public art that helps establish a unique identity for Old Town West, and interpretive signage that describes the site's history—possibly created in collaboration with the Coleman company. The concept site rendering includes an outdoor climbing wall on the public parking structure—one possible way to introduce an outdoor adventure theme that builds on Coleman's history and makes the park a unique destination. Community members and Coleman should be engaged to confirm an appropriate design theme.

- **New development on the site to the extent made feasible through soil remediation,** and to the extent that public park and parking space is also retained. New development would best be located to provide active ground-level uses, such as retail or dining, along portions of St. Francis and/or Second to screen parking and help add activity around the park.
- **New development on the portion of the site north of Second.** Housing or commercial development could be equally appropriate here, with ground-level retail a high

priority. Scenarios could include either 75-100 dwelling units or 60,000 square feet of office plus 5,000-10,000 square feet of ground-level retail.

- **A variety of mixed-use redevelopment opportunities on surrounding sites, through adaptive reuse of existing buildings and new development.** Continuing the informal mix of housing, office and retail/restaurant uses evident in Old Town would be beneficial, bringing activity to the area every day and all week and making cost-effective shared use of public parking infrastructure. Site improvements should be made in dialogue with the private owners of the parcels immediately south to encourage coordinated investment in higher-value uses there. Overall, at least 200 new dwelling units, and at least 30,000-60,000 square feet or more of office and/or retail space, are readily possible within one block of the site, with greater magnitudes possible if market interest proves strong.

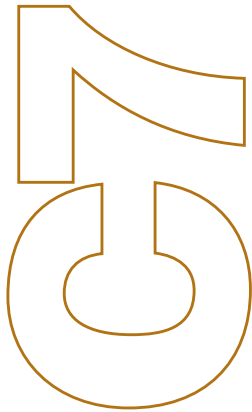
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### Timing

Investment in new park and surface parking infrastructure should proceed as soon as possible to invite further private-sector development interest on nearby blocks. Park investments can be of a more permanent nature than the temporary surface parking. Surface parking should be replaced with structured parking as development in the area creates demand for more parking and can help pay for it through tax revenues. Redevelopment criteria and solicitation for qualified developers should be prepared and advertised promptly for the site north of Second, as it is one of Downtown's strongest near-term opportunities for private redevelopment.



## SITE



### Quality standards for development and design

New housing on the northern portion of the site should include a variety of units that respond to the preferences of diverse target market households. Any ground-floor housing units should have individual entrances from the street and other design features that lend a sense of neighborhood identity and safety to the walking environment along streets. New office space should similarly respond to market interest.

New (near-term) surface and (longer-term) structured parking on the Coleman factory site should be screened from street view with landscaping and/or attractive fencing, with enough visual connection remaining to help ensure security. Install sufficient nighttime lighting along adjacent sidewalks and in park and parking areas to make the area safe and feel that way.

Park design should incorporate themed public art, interpretive signage, and other unique design elements as described above. It should also take every opportunity to re-use artifacts from the factory building (scheduled for demolition by winter 2011) such as its decorative entrance mouldings and bricks.

### Development finance strategies

- Encourage market-based new office, residential, retail and/or hotel development on and near the site that can financially support its development costs and potentially a portion of park and parking infrastructure costs. Maximize the City's and County's returns on land contributions.

- Fund the shared public parking structure and park space with bond funds repaid by the added value of nearby new and rehabilitated buildings that gain value from the new infrastructure.
- Wichita-based low-interest revolving housing development loan fund.
- Seek historic tax credits for adaptive reuse of eligible buildings nearby.
- Pursue New Market tax credits and/or a community improvement district (CID) for hotel, office and/or retail components.
- Leverage existing and planned infrastructure including existing street and utility network, planned St. Francis streetscape improvements, new bike lanes on First and Second Streets, and existing/expanded Q-Line service.



New hotel, office  
or lofts

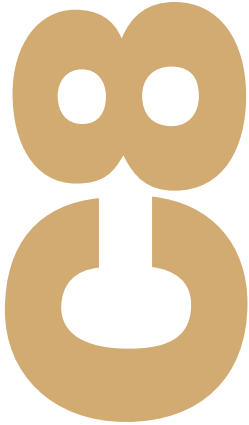
Upgraded  
Naftzger Park

Housing in new  
and rehabbed  
buildings

Arena



## SITE



### City Parking Lot at Naftzger Park

*This City-owned site is directly south of Naftzger Park.*

#### How the site advances the master plan

Although relatively small, the site's strategic location next to Naftzger Park and prominent opportunities for private-sector redevelopment give it an outsized role in helping facilitate high-quality, high-benefit development. It can help turn Naftzger Park into Downtown's signature "living room" surrounded on all sides by significant activity, economic value, and landmark architecture.

#### Context

Naftzger Park enjoys regular use and appreciation by the community, but it could support a significant increase in public use as well. The opening of the INTRUST Bank Arena one block south has added beneficial traffic—pedestrian, transit and car—moving past the site to Old Town and its restaurants and nightlife. The Eaton Hotel and other buildings along Douglas, among the first successful



Downtown redevelopment projects, contain thriving housing and retail uses. A former industrial building to the south across William contains offices. East of the parking lot and Naftzger Park, a larger privately-owned parking lot has some of Downtown's strongest near-term redevelopment potential. To the southeast, the former Spaghetti Works and other former industrial buildings to its south hold significant potential for adaptive reuse with residential and/or commercial uses.

#### Target program and development approach

The Vision scenario anticipates the site either containing its own distinct development project, or being combined into a larger redevelopment of the parking lot east of Naftzger Park. Program options based on a building height of about five stories include:

- **50-70 new dwelling units and 8,000-12,000 square feet of ground-floor retail/restaurant use in a new building on the site.** Ownership units would require dedicated parking on or near the site, which would likely be difficult to provide given the parcel's small size, lack of adjacent sites suitable for parking, and high cost of providing below-grade parking. Rental units could be more feasible in that they could use shared public parking up to a block away, such as at strategic parking location P8 or the public parking structure at William and Emporia.
- **A similar number of dwelling units, or 70 or more hotel rooms, plus ground-floor retail or hotel lobby space, created as part of a larger redevelopment**

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that includes the privately-owned parking lot to the east. In this scenario, the building could utilize some dedicated parking built into the adjacent site along Santa Fe.

- **50,000-60,000 square feet of office space above ground-floor retail.**
- **In any scenario, a public walk of generous width—with the capacity to accommodate outdoor dining—should be created between the new building and Naftzger Park.** This walk would continue around the park to provide additional access and pedestrian plaza space serving new development on the parking lot to the east.
- Due to the site's high potential development value—both in its own terms and as a place adding vitality to the Naftzger Park area—**it should not continue to be utilized as surface parking over the long term.**

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### Timing

Redevelopment criteria and solicitation for qualified developers should be prepared and advertised promptly. Redevelopment possibilities should be discussed on an ongoing basis with owners of adjacent parcels—particularly the parking lot, the Spaghetti Works, and other former industrial buildings to the east and southeast—to monitor the potential for coordinated redevelopment. Ultimately, the site should be redeveloped when market interest emerges. In the near term, it may continue to be useful as public parking.

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### Quality standards for development and design

New mixed-use development should attain high standards of urban and architectural design owing to its prominence. Building form and composition should help frame Naftzger Park and should complement the Eaton Hotel and other historic buildings in the area through adherence to the *Design Guidelines for the East Douglas Historic District*, yet incorporate a distinct, contemporary architectural expression. Significant existing and potential pedestrian traffic on all sides of the site demands that special attention be paid to design and ground-level programs that enhances walkability.

Design of the pedestrian walk and any other outdoor spaces around the site should include high-quality materials and significant opportunity for outdoor seating, public art, trees, pedestrian-scaled lighting and other elements that invite walking and public gathering and that complement the design and programming of Naftzger Park itself.

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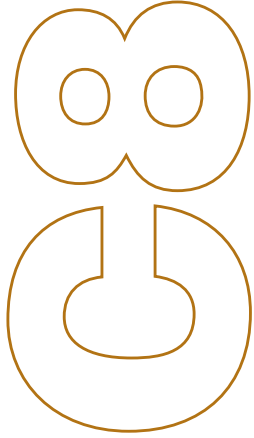
### Development finance strategies

- Encourage market-based new office, residential, retail and/or hotel development on the site (or on an adjacent site in a coordinated development project) that can financially support its development costs and potentially a portion of park and parking infrastructure costs. Maximize the city's return on its land contribution.
- Fund the shared public parking structure and park space with bond funds repaid by the added value of nearby new and rehabilitated buildings that gain value from the new infrastructure.



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## SITE



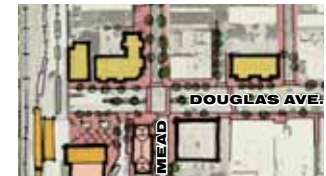
- Wichita-based low-interest revolving housing development loan fund.
- Seek historic tax credits for adaptive reuse of the Spaghetti Works building or other eligible buildings nearby.
- Pursue New Market tax credits and/or a community improvement district (CID) for hotel, office and/or retail components.
- Leverage existing and planned infrastructure including existing street and utility network, planned St. Francis and Douglas streetscape improvements, the INTRUST Bank Arena, and existing/expanded Q-Line service.



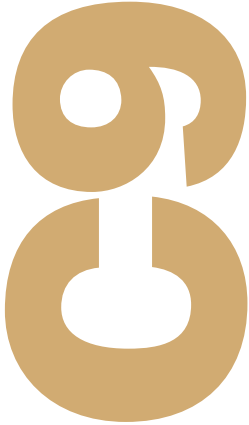
Housing/office above  
retail replaces parking  
lots on Douglas

Signaled  
crosswalk

Union Station  
revived with dining,  
entertainment, retail  
and office uses



## SITE



### City Parking Lots at Douglas/Mead and Douglas/Mosley

*These two city-owned sites are separated by one block and an intervening building but have similar orientation to Douglas.*

#### How the site advances the master plan

Modest in size but significant in visibility, these sites serve as key gateways from Douglas into Old Town. New development on either or both sites could play a very important role in pushing Old Town's mixed-use vitality to Douglas and across Douglas to Old Town South. The Douglas/Mead parking lot could play the additional role of facilitating more intensive re-use of the prominent former Player Piano building next to the Great Plains Transportation Museum. These parking lots have played a vital role in Old Town's revival by providing inexpensive, convenient parking, but Old Town has matured to a point where it would benefit more from the improved walkable frontage along Douglas that new development can offer, and it could financially support relocation of the surface parking to new public parking structures nearby.



#### Context

Adjacent parcels in Old Town contain a variety of primarily commercial uses, including office, restaurants and bars. The Douglas/Mead lot adjoins the Great Plains Transportation Museum, which connects to equipment displays on the railroad track level above. Douglas itself makes a transition from five to six lanes in front of the parking lots and needs improvements to invite safe and walkable connections across to Union Station and the rest of Old Town South. In response to these conditions, this plan recommends adding a signaled crosswalk at Mead and bulb-outs, street trees, and on-street parking in place of the fifth and sixth travel lanes at the railroad underpass. The historic Union Station and Rock Island Depot face the Douglas/Mead lot across Douglas, and the Wichita Eagle building faces the Douglas/Mosley lot across Douglas.

#### Target program and development approach:

The Vision scenario anticipates ground-level retail/restaurant space and upper-floor housing and/or office space on the two sites. It also anticipates relocation of the current public parking to one or more new public parking structures nearby (see strategic parking locations P11 and P12). A combination of these parking structures, additional on-street parking along Douglas, and private on-site parking could support the parking needs of new development. Potential scenarios include:

- **At the Douglas/Mead lot, approximately 40-45 dwelling units (or 35,000 square feet of office or hotel) above approximately 9,000 square feet of retail/restaurant space.** Some off-street parking could be accommodated behind the retail space. This program

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does not include potential for associated adaptive reuse of upper floors of the former Player Piano building.

- **At the Douglas/Mosley lot, approximately 35-40 dwelling units (or 30,000 square feet of office or hotel) above approximately 8,000 square feet of retail/restaurant space.**

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### Timing

Because these sites lie within one of Downtown's liveliest, most walkable areas, and because they benefit from good access and visibility, redevelopment criteria and solicitation for qualified developers should be prepared and advertised promptly, in coordination with plans to relocate the existing parking to new public parking facilities. Redevelopment possibilities should be discussed on an ongoing basis with owners of adjacent parcels to monitor the potential for coordinated redevelopment. Ultimately, the sites should be redeveloped when market interest emerges. In the near term, they will continue to be useful as public parking.

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### Quality standards for development and design

New mixed-use development on both sites should meet high standards of urban and architectural design, given the location on Downtown's premier walking street in one of its most successful retail areas. Building form and composition should help frame Douglas Avenue as a public space and should complement Union Station and other historic buildings while incorporating a distinct, contemporary architectural expression. Building form and composition should also be consistent with the *Architectural Design Guidelines for the Old Town*

*District* already in force in the area. Significant existing and potential pedestrian traffic along Douglas, Mead, Rock Island, and Mosley demands special attention be paid to design and ground-level programs that enhances walkability.

Improvements in the sidewalk and other outdoor spaces around the site should employ high-quality materials and include significant opportunity for outdoor seating, public art, trees, pedestrian-scale lighting, and other elements that invite walking.

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### Development finance strategies

- Encourage market-based office, residential, retail and/or hotel development that can financially support its development costs and potentially a portion of parking infrastructure costs. Maximize the city's return on its land contribution.
- Fund the shared public parking structure and park space with bond funds repaid by the added value of nearby new and rehabilitated buildings that gain value from the new infrastructure.
- Wichita-based, low-interest, revolving housing development loan fund.
- Seek historic tax credits for adaptive reuse of the Great Plains Transportation Museum or other eligible buildings nearby.
- Pursue New Market tax credits and/or a community improvement district (CID) for hotel, office and/or retail components.
- Leverage existing and planned infrastructure, including existing street and utility network, Douglas streetscape improvements, the INTRUST Bank Arena, and existing/expanded Q-Line service.